

Examples of e-mails that you can mail to your employees

SAMPLE EMAIL # 1 – Kick –Off:

Good morning! TheVtSHARES Campaign kicks off DATE for 3 weeks. Formerly known as SECCA ("State Employees Combined Charitable Appeal"), the name was changed to better describe the purpose of this very important program. I have no doubt that we will top the \$ XXXX you so generously contributed last year. Because of your enormous generosity and because [XX number] (!!) of you -- nearly [XXX %] of this agency -- donated, [Agency name] received X awards from the Governor this year:

[Name of Award]

We will be placing VtSHARES Campaign contribution cards on your desks on (Monday) morning. PLEASE FILL OUR YOUR CARD AND RETURN TO **ONLY** the following people:

[Name]

[Name]

[Name]

Many thanks! [your name]

SAMPLE EMAIL # 2 – Kick-Off:

Each year the State runs a charitable giving program. It used to be called SECCA, we now call it the VtSHARES Campaign. Its name now better reflects its purpose. September 16th – October 9th is the time when the powerful generosity of the state employee community - managers, non-managers, everyone- kicks in to support hundreds of Vermont and national non-profits that fund a tidal wave of needs (for the elderly, the disabled, the poor, for animal shelters, land conservation, wildlife conservation, and more).

"Charity begins at home." Go to the web site <http://vtshares.vermont.gov/> -- or we can give you a directory --and learn about all the many non-profits to whom you can give -- either a one-time check or, preferably, a payroll deduction. An automatic payroll deduction is the easiest and best way. Many of you already give to the causes that mean the most to you --- but please consider making the VtSHARES Campaign part of or one of the instruments for your annual giving plan. Our Agency/Dept. **Goal for 2015 is [\$ XXXX]**. Let's meet and exceed this at a time when so many people in Vermont and the nation need help!

Please give your response cards to the following people ONLY:

[Name]

[Name]

[Name]

More to come..... If you have questions, ask me.

Many thanks, [your name]

SAMPLE EMAIL # 3 – Follow-up/Motivational Message:

Let's get 100% participation and fill in those cards TODAY! Please return the cards to your Solicitor or to me, and ONLY to your Solicitor or to me.

We raised \$ XXXX last year. Let's exceed that this year!

VtSHARES Campaign is on-line if you want to look at the charity codes:

<http://vtshares.vermont.gov/>

Thanks to all of you. [Key Person]

SAMPLE EMAIL # 4 - Follow-up/Motivational Message:

It is time to fill out your VtSHARES Campaign pledge card today!! Please help those in need. **Fill that card out TODAY, please, and** give it to [Names.....].

Many thanks for your generosity. [Your name]

SAMPLE EMAIL # 5 – Thank you after the campaign!

Wow!!! The [Agency/Dept name] team was amazingly generous. The Agency's personal goal was [\$ XXXX] and we well exceeded that. The "official" VtSHARES Campaign goal for us was [\$ XXXX] and we exceeded that. Thank you, thank you, to all of you who participated. We had [XXX %] participation agency-wide, which is terrific. Thank you for your generosity. Thanks again, each and every one of you, [Your name]